Development Management - Delegated Officer Report

Application Number: **Recommendation – Refuse**
AWDM/1445/12

Site: **The Adur Business Centre, Little High Street, Shoreham-By-Sea, West Sussex, BN43 5EG**

Proposal: **3 No Fascia signs**

Date of site visit: 21 December 2012

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the Adur Business Centre located within the Ropetackle building at the western end of the High Street, just outside the Conservation Area. It is a landmark building with a timber boarded 'tower' which faces east along the High Street containing the name 'Ropetackle' in white individual letters running down the tower, with a clock face alongside.

The application is seeking advertisement consent to display three non-illuminated fascia signs; one on the east facing tower, one on the north facing tower (which also contains the Ropetackle lettering) and one on the south west elevation facing the river and bridge which currently contains no signage. The Adur Business Centre has changed its name and the new owners want signage to advertise the fact.

The signs consist of the letter B in green acrylic (formed by two separate curved green shapes which replicate the 'B' shape) with the wording 'Basepoint Business Centres' below in individual green lettering.

The signs would be a maximum of 13m above the ground and would measure 3.4m high and 3.6m wide on the bridge side and 3.2m by 3m on the other sides.

Relevant site history

None relevant

Consultations

None

Representations

None received

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
South East Plan (GOSE 2009): CC1, CC6, BE1
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

Advertisements are acceptable in principle provided they respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Visual amenity

The proposed signs would all be visually prominent as a result of their height above the ground and position within the town. The Ropetackle building is a landmark feature and has a recognisable but simple fascia containing the building name and clock. It is considered that to add to the fascia with the proposed signage would result in a cluttered appearance which would detract from the existing character of the building. It would add similar clutter to the north side and would introduce signage to the south west side unnecessarily.

It is considered that the building is sufficiently well-known in its own right to not require such signage. While the Adur Business Centre within the Ropetackle building has changed its name, it is not considered necessary to introduce the Business Centre logo at such a prominent height. The Ropetackle name should be the only signage at that level.

If signage is deemed to be essential, it is considered that smaller signs above doorways or within windows, similar to what currently exists, would be the most appropriate means of displaying the Basepoint brand.

Recommendation

REFUSE for the reason:-

The proposed signs by reason of their location, size, colour and height above ground level would be unduly prominent and incongruous features which would detract from the appearance of the existing building and the visual amenities of the locality.

Is recommendation contrary to letter(s) of representation? N

Case Officer: Peter Barnett Date: 11 January 2013

Authorised by: Gary Peck Date: 11 January 2013